



NCADD-SD

National Council on Alcoholism and
Drug Dependence - San Diego

Bob Elliott, Chairman
February 1, 2018

Facing Addiction and **The National Council on Alcoholism and Drug Dependence (NCADD)** are proud to announce the merger of our organizations – creating a national leader in turning the tide on the addiction epidemic. □
The merged organization will be called:



Facing Addiction
with NCADD

For over 70 years, The **National Council on Alcoholism and Drug Dependence (NCADD)**, has been a valuable resource for millions of people struggling with addiction and its related issues, and its 80 Affiliates represent the farthest reaching national network in the addiction advocacy space.



Since its history-making launch on the National Mall in 2015, **Facing Addiction** has become the leading voice among the nearly 45 million people and their families whose lives have been directly impacted by addiction to alcohol and other drugs.

Combining these two, far-reaching organizations represents our firm commitment to bring together the best resources in the field in order to reduce the human and social costs of addiction, every year, until this public health crisis is eliminated.



**A Brief History of
National Council on Alcoholism and Drug Dependence
74 Years
1944 - 2018**



Founder: Marty Mann (1904-1980)

Marty Mann helped start the Yale School of Alcohol Studies which is now centered out of Rutgers University.

In 1944, she founded the National Committee for Education on Alcoholism (NCEA), based on her five-point approach:

- Educated the public about alcoholism.
- Encouraged hospital admission for detoxification
- Started local alcoholism information centers
- Started local alcoholism clinics
- Started alcoholism rest centers for long-term care

The NCAA is now called the [National Council on Alcoholism and Drug Dependence](#) (NCADD). Today, NCADD has been a valuable resource for millions of people struggling with addiction for almost 70 years.

Bill W., AA co-founder, on the accomplishments of NCADD:

“No other single agency has done more to educate the public, to open up hospitalization, and to set in motion all manner of constructive projects than this one.”

(from [*The Language of the Heart*](#))

On October 2, 1944, the National Committee for Education on Alcoholism was founded in a modest office suite on the upper east side of Manhattan. With Mrs. Mann as spokesperson, the fledgling organization became quite successful in communicating the three tenets of its core message – a message that today encompasses drug dependence and addiction:

- 1. Alcoholism is a disease, and the alcoholic is a sick person;**
- 2. The alcoholic can be helped, and is worth helping;**
- 3. Alcoholism is a public health problem, and therefore a public responsibility.**

Major Lifetime Accomplishments:

Defined "alcoholism" as a disease and successfully worked for its adoption by the [American Medical Association](#) (AMA).

Formed the American Society of Addiction Medicine (ASAM).

Created the first workplace-based employee assistance program and published the first EAP Standards and Program Manual.

Hosted the first public news conference to confront stigma and celebrate recovery with over 50 prominent individuals.

Established [Alcohol Awareness Month](#).

Led effort for the 21-year old Minimum Drinking Age Act.

Leadership role in successful campaign for alcohol beverage container warning labels.

Successfully advocated for insurance coverage for alcoholism and addiction treatment equal to other illnesses.

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